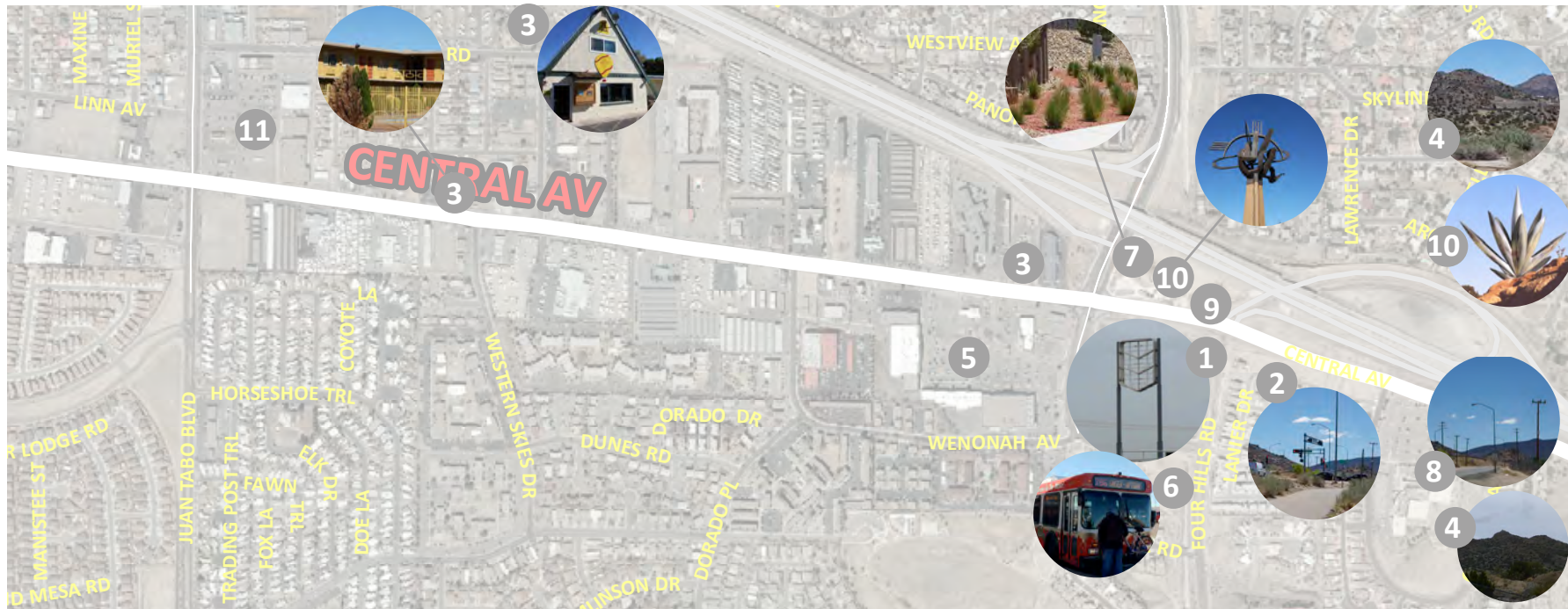




Chapter 3: Implementation: Recommended Projects

Special Projects – Node 1: East Gateway



Existing assets and places of interest for the East Gateway node.

Key Route 66 assets and places of interest:

1. Iconic and neon signage
2. Multi-use trail system
3. Local lodging, restaurants, and shops; many in historic buildings
4. Major Public Open Space
5. Four Hill Shopping Center and Theater
6. Rapid Ride access and turn around
7. La Luz de Amistad Public park
8. Rural Route 66
9. Easy freeway access
10. Public Art
11. Franklin Plaza Shopping Center

Location: City limits to Juan Tabo

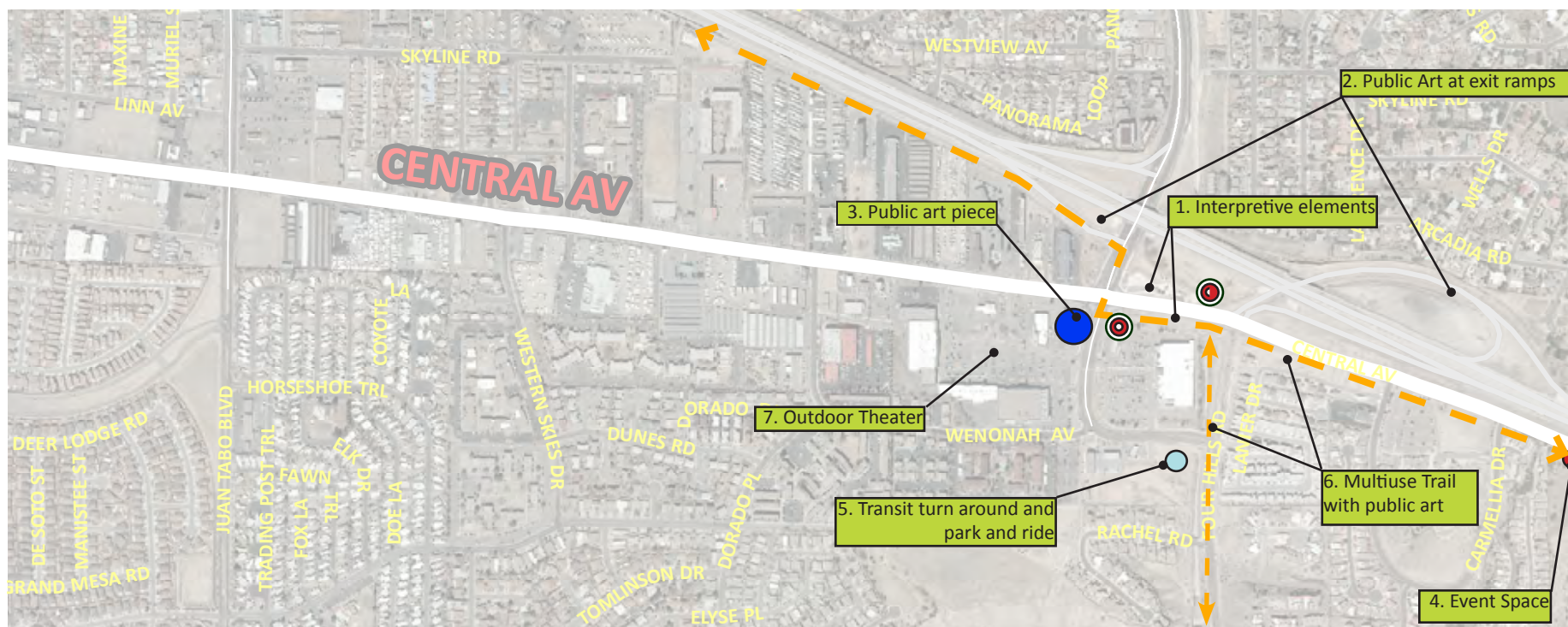
Neighborhood Era: Post World War II

Sector Plan: East Gateway SDP (2010)

MR Plan: Pending

Route 66 asset rank: Low

Context: According to city directories, prior to 1958 no businesses were located in the East Gateway area, despite the realignment of Route 66 in 1937. However, the legacy of the area can be traced back 9,000 years with evidence of human activity in the Tijeras Canyon. An 18th century Spanish settlement was located at nearby Singing Arrow Park and adjacent lands were farmed in the early 20th Century. Originally part of the Carnuel Trail, East Gateway marks the eastern entry point of Route 66 in Albuquerque. Today, many businesses and services, including motels, restaurants and services cater to east/west travelers on I-40 as well as serve adjacent residential areas, including the Four Hills Shopping Center. Current economic conditions have impacted the area; many recreational vehicle, boat and automotive lots are now vacant providing large areas with redevelopment opportunities.



Indicates proposed location for Route 66 public space, see Amenity Kit for more information.

Envisioned projects and locations for the East Gateway node.

Intent. Improvements to the East Gateway area are intended to highlight the eastern gateway aspect of Route 66. Project recommendations include historic Route 66 signage, public art, and wayfinding on Interstate 40 in order to highlight the presence of Route 66 and facilitate interest and access in visiting the Mother Road. Improvements to Central Avenue in the East Gateway area include street lighting, wayfinding signage, enhanced streetscaping and pedestrian crossings at Tramway and Central, and public art along the multi-use trail. Additional recommended projects for the area include a public art piece incorporating the orphaned Chevron sign (a sister sign is located at the western end of Albuquerque and should also be incorporated), an interpretive site at La Luz de Amistad park, and an event venue. Opportunities for branding and neon include the 66 on 66 Major Public Open Space, Four Hills Shopping Center, and a Rapid Ride turn around facility with Route 66 interpretive information.

Other Potential Opportunities for Public/Private Partnerships:

- Facade Improvements
- Marketing for camping and recreational activities
- Mixed use development at Four Hill and Franklin Plaza shopping Centers



Chapter 3: Implementation: Recommended Projects

Special Projects – Node 1: East Gateway



Public Art, NYDOT, (6)

1. Interpretive elements

Description: A series of public art pieces and or information markers which describe historic aspects of Route 66, cultural significance of the node, such as the Singing Arrow archeological site, the old slough, the 1937 realignment and the construction of Route 66 through Tijeras Canyon.

Location: Multi-use trail along the south side of Central, east of Tramway and public ROW adjacent to La Luz de Amistad Park.

- Create a series of interpretive elements visible from Central Avenue along trail and public sidewalk.
- Ideas for interpretive elements: showcase historical and cultural elements, reinterpret landscape.
- Elements should relate to the human scale and attract physical interaction.
- Elements should change with light or somehow create a dynamic environment. Incorporate public seating, shade and landscaping. These elements should be incorporated as part of the design of the site.



Public Art, ABQ Sunport, (6)

2. Public art for Tramway exit

Description: A series of public art pieces along the Tramway exit ramps to entice travelers off the interstate and to commemorate the intersection of I-40 and Route 66.

Location: Along sound walls and under-utilized public land adjacent to interstate.

- Create and install a series of public art pieces which are visible from both the interstate and Central Avenue.
- Public art pieces should be illuminated at night.
- Public art pieces should provide visual interest along interstate and while exiting off ramp.



Sign frame, Tramway (5)

3. Public art piece - (bookend east)

Description: A public art element at the eastern city limits which corresponds with a public art element at the western city or county limits.

Location: Possible locations - Chevron sign frame, archway over Central Avenue near Tramway Boulevard.

- Create a recognizable and memorable public art piece.
- If possible, reuse Chevron sign frame.
- Incorporate a small area of land at the base of the Chevron sign or other location determined for bookend to be used as a public space with shade, seating and other pedestrian amenities. Consider possible “photo” opportunities.
- Consider incorporating a few parking spaces to accommodate visitors.



4. Event space

Description: Create an amphitheater or large shaded area to host events.

Location: 66 on 66 Major Public Open Space.

- Work with Open Space division to determine type of event venue appropriate for site.
- Event facility should relate to context in form and design.
- Parking should be provided in a manner sensitive to geological conditions and should have minimal impact on site. Parking spaces should be limited for event venue. Park and ride facility could accommodate parking for events and shuttle visitors.



(6)

5. Transit turn around and park and ride

Description: A transit turn around facility with a park and ride.

Location: Location should be close to Central Avenue, with access to multi-use trail.

- Create a dedicated transit turn around facility for the Rapid Ride/BRT.
- Provide easy access to Central Avenue.
- Incorporate Route 66 thematic elements to seating, shade structures.
- Incorporate Route 66 information, wayfinding, landscaping neon and public art.



Rapid Ride Park and Ride, Westside, (5)

6. Multi-use trail east

Description: Multi-use trail connection to 66 on 66 Open Space and to adjacent Open Space and trails..

Location: Existing public ROW and multi-use trail.

- Complete multi-use trail between Four Hills Road and 66 on 66 Major Public Open Space.
- Incorporate public art, landscaping elements and neon that re-interpret Route 66 safely and where space is available.
- Create a pedestrian/bicycle overpass over I-40 in order to connect north and south Open Space and to connect to larger bicycle network. Consider incorporating an observation platform or tower.
- Incorporate pedestrian lighting.
- Incorporate wayfinding and interpretive signage to navigate the area on bicycle and foot, include links to Singing Arrow.
- Enhance the multi-use trail along Four Hills Road with landscaping, lighting and seating.



Multi-use trail with public art, (5)

7. Pop-up Drive-in Theater

Description: An outdoor movie venue with an inflatable screen

Location: Four Hills Shopping Center parking lot or other large parking area.

- Work with the theater and Four Hills Shopping Center to create a pop up theater in the parking lot.
- Movies could be shown in the summer or for special screening events.



Inflatable Drive-in Theater, (6)



Chapter 3: Implementation: Recommended Projects

Special Projects – Node 2: Ponderosa Park



Existing assets and places of interest for the Ponderosa Park node.

Key Route 66 assets and places of interest:

1. Iconic and neon sign
2. Local lodging, restaurants, and shops; many in historic buildings
3. Transit access
4. Historic buildings and iconic architecture
5. Restaurants, goods and services
6. Route 66 era mobile home park
7. National Museum of Nuclear Science
8. Manzano Mesa Multi-generational Center

Location: Central Avenue, near Eubank Blvd

Era: Unknown

Route 66 asset rank: High

Sector Development Plan area: No

MR Plan area: No

Context: Currently owned and operated by the State Land Office, Ponderosa Park has been a mobile home park for over 50 years. With locations on the north and south side of Central, Ponderosa Park is unique in that each trailer site is articulated with low walls, street lights, and a carport fronting tree lined streets. A large community building, with a pool, as well as a centralized park with iron benches and gazebo provide gathering spaces on the property. These assets, in combination with the site's proximity to Route 66 sites, Kirtland AFB, museums, large retail centers and the freeway, make Ponderosa Park an ideal redevelopment opportunity.



 Indicates potential location for Route 66 public space, see Amenity Kit.

- Envisioned project area for the Ponderosa Park node.

1. Mixed-Use Redevelopment

Description: This area has the potential to be a catalyst site for redevelopment and reinvestment in surrounding properties within and near this node. Depending on ownership of the site, the highest and best use(s) for the site may go beyond restoration of the site as a destination campground. Potential uses include office, retail, higher-density residential, destination campground and event facility. Any redevelopment of the site may be enhanced by the preservation of design elements and/or actual structures that reflect the historic campground use, including signage, landscape walls, lighting, and pedestrian amenities.



Vintage Shasta Trailer, (6)



Carshow, (6)



Chapter 3: Implementation: Recommended Projects

Special Projects – Node 3: International District



Existing assets and places of interest for the International District node.

Key Route 66 assets and places of interest:

1. Iconic and neon signs
2. Local lodging, restaurants, and shops; many in historic buildings.
3. Transit access
4. Historic buildings and iconic architecture
5. International restaurants, goods and services
6. State Fairgrounds (Expo NM)
7. Public Art

Location: Wyoming Boulevard to San Mateo Boulevard

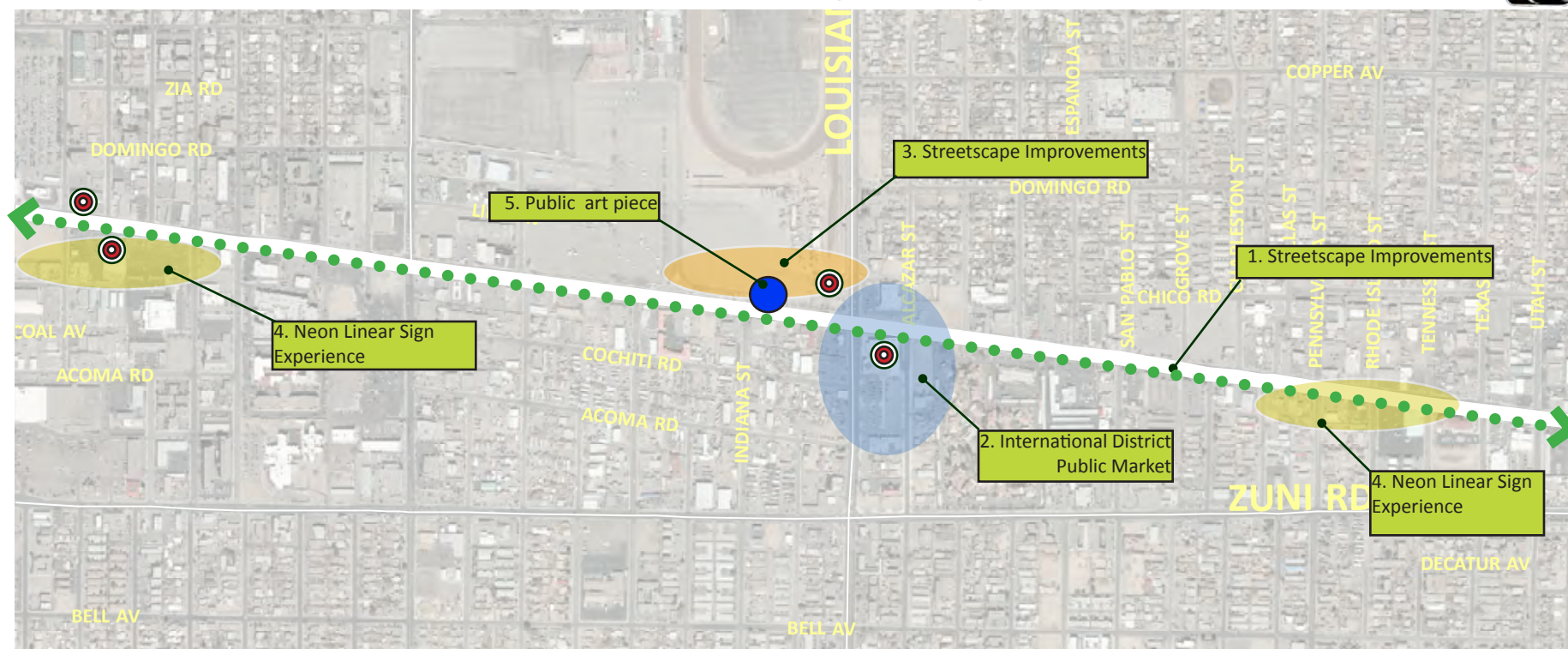
Neighborhood Era: Depression to Post World War II

Route 66 asset rank: High

Sector Development Plan area: No

MR Plan area: Near Heights Metropolitan Redevelopment Plan and Expansion Plan

Context: Recently named the International District to reflect the area's diverse cultural communities, this area has a long history of Route 66-oriented development. Rich with neon signage, Route 66 businesses including motels, car and trailer repair shops and part stores, and diners, the area is now a burgeoning international marketplace. Originally on the outskirts of Albuquerque, the International District is now centrally located to Uptown, the University of New Mexico and Kirtland AFB/Sandia Labs.



Indicates potential location for Route 66 public space, see Amenity Kit for more information.

Envisioned projects for the International District, see following pages for more information.

Intent: Improvements in the International District are intended to build upon clusters of Route 66 related signs and businesses and international themed businesses to create destination nodes. Streetscape improvements, lighting and enhanced transit stops are intended to create a pedestrian friendly environment. A public market/event space is intended to be a regional draw and the center focus for cultural activities.



Chapter 3: Implementation: Recommended Projects

Special Projects – Node 3: International District



Enhanced pedestrian crossing and streetscape, (6)

1. Streetscape improvements

Description: An enhanced pedestrian streetscape.

Location: Central ROW between San Mateo and Wyoming Boulevards.

- Introduce bulbouts and on-street parking where possible.
- Reduce lane widths and number of lanes where possible.
- Incorporate street trees and landscaping where space is available.
- Consider creating clusters of landscaping with seating and trash receptacles on leased portions of private property where ROW is too narrow to increase pedestrian realm.
- Improve pedestrian crossing around Expo NM.



Public market, (6)

2. International Public market

Description: A permanent outdoor market venue.

Location: To be determined.

- Work with the local community and Metropolitan Redevelopment Program to determine potential locations.
- Site should front Central Avenue.
- Site amenities should include landscaping, shade, lighting, public art, seating and other pedestrian friendly amenities, safely and where space is available.
- Site should be near a transit stop for easy access.
- A neon sign should be developed for the market.
- Market should feature daily vendors and offer different markets throughout the week.
- Market should be a destination attraction for visitors beyond the International District.



National Hispanic Cultural Center, (3)

3. Fairgrounds streetscape improvements

Description: Create streetscape improvement near the Fairgrounds and properties across Central Avenue.

Location: Central Avenue between San Pedro and Louisiana.

- Possible enhancements to the streetscape in front of the fairgrounds could include incorporating a plaza/gathering space, continuing adobe wall, adding street trees and enhancements to the tower element.
- Enhancements to commercial buildings across the street could include facade improvement programs to update paint, windows, add shading elements such as awnings and street trees where space allows.
- Incorporate street furniture and wayfinding where space permits.



4. Outdoor neon sign linear experience

Description: A linear park featuring neon signs which can be experienced both by the pedestrian and from the automobile.

Location: South side of Central Avenue between San Mateo Boulevard and Madeira Avenue and sign clusters between Mesilla and Virginia Avenues.

- Create a landscaped setback of a minimum of 10 feet with pedestrian area linking signs.
- Rehabilitate signs with public art, neon or other elements.
- Consider salvaging neon signs that are no longer wanted by owners.
- Add public art, shade and seating.
- Incorporate a transit shelter.



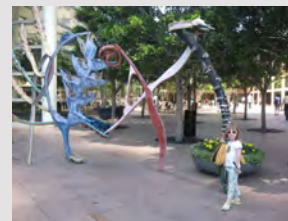
Orphan sign project near San Mateo, (5)

5. Public Art

Description: Establish a large public art piece.

Location: Near Central and Louisiana.

- Work with community to develop a large iconic piece for the International District.
- Consider public art as a possible photo opportunity.
- Include pedestrian amenities and landscaping as part of the site design.



Public Art (6)

6. Transit Shelters

Project Description: Provide larger seating areas and more shade.

Location: International District

- Provide adequate seating and shade for a number of riders. Where possible create a shaded waiting plaza with multiple seating areas, shelters and landscaping.
- Incorporate wayfinding elements.
- Add Route 66 information.
- Add Route 66 logo and neon.
- Provide lighting.
- Create a digital hot spot for virtual Route 66 experiences.



Rapid Ride stop near San Mateo, (5)



Chapter 3: Implementation: Recommended Projects

Special Projects – Node 4: Nob Hill/Highland



Existing assets and places of interest for the Nob Hill/Highland node.

Key Route 66 assets and places of interest:

1. Historic buildings, including the Nob Hill Shopping Center, Emmanuel Presbyterian church and historic residential neighborhoods
2. Iconic and neon signage
3. Iconic architecture
4. Adaptive re-use of historic buildings, such as the Monte Vista Fire Station, Kelly's Brew Pub, and Starbuck's
5. Local lodging, restaurants, and shops; many in historic buildings
6. Pedestrian environment
7. Mixed use development
8. Transit access
9. Public park and Senior Center
10. Antiques District
11. Entertainment venues, including Hiland, Lobo and Guild Theaters
12. Historic neighborhood and houses

Location: San Mateo Boulevard to Girard Avenue

Neighborhood Era: Depression and Post World War II

Route 66 asset rank: High

Sector Development Plan: Nob Hill/Highland Sector Development Plan

MR Plan: Upper Nob Hill/Highland Metropolitan Redevelopment Plan

Context: Initially developed prior to the 1937 realignment of Route 66, the Nob Hill neighborhood, just east of the University, was one of Albuquerque's first suburbs. The Highland neighborhood followed as a result of the post World War II housing boom. Businesses along Central Avenue developed to serve both neighborhood needs and the needs of passing travelers. Architecture in the area represents Pueblo Deco, Streamline Moderne, American Eclectic and International Style eras.

Today, Nob Hill offers a diverse array of local restaurants, shops and entertainment venues and Highland is home to the Hiland Theater and many antique shops. Both of these areas are rich with Route 66 signs, motels, businesses and buildings. Many motels in this area have been lost in the last decade, some due to fire and vandalism. However, many Route 66 structures, including motels and auto related businesses have been restored and reused to serve new purposes.

Both areas lack destination Route 66 lodging, such as a boutique motel or restored motor court. Several motels in the area could be candidates for Route 66 destination lodging.